

WSFA 12 East Delano Ave. Montgomery, AL 36105 Main: (334) 288-1212 Billing: (334) 288-1212

www.wsfa.com

Billing Address:

Political Strategy Group, LLC Attention: Accounts Payable PO Box 1763 Orange Beach, AL 36561

Send Payment To:

WSFA

Regions Bank

ATTN: Lockbox # 1400

P.O. Box 11407

Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	<u>Product</u>	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENAT	

Flight Dates 07/25/17 - 08/20/17	<u>Order #</u> 1787406	Alt Order # 08750924
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		
Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref
	L

Spots	3
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Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
2 08/14/17	08/15/17	NET Early Today ON	4x-430x	MT	:30	2	\$3.00	NM	
Weeks:		End Date MTWTFSS 08/20/17 MT	Spots/Week 2	<u>Rate</u> \$3.00			***************************************		
Spots: # Ch	Day Air D	Date Air Time Descri	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA M 08/1	4/17 4:18 AM NET E	arly Today ON	4x-430x	:3	O FLSM1892H	I_Names		\$3.00 NM
2 WS	FA Tu 08/1 Credited	15/17 NET E	arly Today ON	4x-430x	:0	00			\$3.00 NM
5 07/31/17	08/11/17	Today in Alabama 5am	5-530a	MTWTF	:30	5	\$85.00	NM	
	S							···	

5 07/31	/17 08/1 ⁻	1/17 Toda	ay in Alabama 5am	5-530a	MTWTF	:30	5	\$85.00	NM		
Weeks	s: <u>Start I</u> 07/31/			Spots/Week 5	<u>Rate</u> \$85.00						
Spots: #	<u>Ch</u> <u>Da</u>	y Air Date	Air Time Descrip	<u>tion</u>	Start/End Time	Length A	\d-ID			Rate	Type
2	WSFA N	07/31/17	5:23 AM Today in	n Alabama 5am	5-530a	:30 R	OY MOORE	FOR SENATE		\$85.00	NM
1	WSFA T	u 08/01/17	5:23 AM Today in	n Alabama 5am	5-530a	:30 R	OY MOORE	FOR SENATE		\$85.00	NM
3	WSFA W	/ 08/02/17	5:12 AM Today in	n Alabama 5am	5-530a	:30 R	OY MOORE	FOR SENATE		\$85.00	NM
4	WSFA T	h 08/03/17	5:12 AM Today in	n Alabama 5am	5-530a	:30 R	OY MOORE	FOR SENATE		\$85.00	NM
5 Weeks	WSFA F s: <u>Start [</u> 08/07/			n Alabama 5am Spots/Week 5	5-530a <u>Rate</u> \$85.00	:30 R	OY MOORE	FOR SENATE		\$85.00	NM
Spots: #	Ch Da	<u> Air Date</u>	Air Time Descript	<u>tion</u>	Start/End Time	Length A	\d-ID			Rate	Туре
8	WSFA M	08/07/17	5:28 AM Today ir	n Alabama 5am	5-530a	:30 F	LSM1892H_I	Names		\$85.00	
9	WSFA T	u 08/08/17	5:24 AM Today ir	n Alabama 5am	5-530a	:30 F	LSM1892H_I	Names		\$85.00	NM
7	WSFA W	08/09/17	5:29 AM Today ir	n Alabama 5am	5-530a	:30 F	LSM1892H_I	Names		\$85.00	NM
10	WSFA T	n 08/10/17	5:24 AM Today ir	n Alabama 5am	5-530a	:30 C	onservati	ve		\$85.00	NM
6	WSFA F	08/11/17	5:12 AM Today ir	n Alabama 5am	5-530a	:30 F	LSM1892H_I	Names		\$85.00	NM

6 08/14/17	08/15/17	Today in A	Alabama 5am	5-530a	MT	:30	2	\$85.00	NM	
Weeks:	Start Date	End Date	<u>MTWTFSS</u>	Spots/Week	Rate			* * * * * * * * * * * * * * * * * * * 	***************************************	

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Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com

6

WSFA Tu 08/08/17

vww.wsta.com								
					Spots/			
ine Start Date End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
6 08/14/17 08/15/17	Today in Alabama 5am	5-530a	MT	:30	2	\$85.00	NM	
08/14/17	08/20/17 MT	2	\$85.00					
Spots: # Ch Day Air	Date Air Time Descrip	<u>ition</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSFA M 08	14/17 5:27 AM Today i	n Alabama 5am	5-530a	:3	() Conserva	tive		\$85.00 NN
2 WSFA Tu 08/	15/17 5:24 AM Today i	n Alabama 5am	5-530a	:3	0 FLSM18921	H_Names		\$85.00 NM
7 07/31/17 08/11/17	Today in Alabama 530a	528am-6am	MTWTF	:30	5	\$100.00	NM	
Weeks: Start Date 07/31/17	End Date MTWTFSS 08/06/17 MTWTF	Spots/Week 5	<u>Rate</u> \$100.00					
Spots: # Ch Day Air		-	Start/End Time	Lengt	h Ad-ID			Rate Type
	31/17 5:44 AM Today i		528am-6am			E FOR SENATE		\$100.00 NM
1 WSFA Tu 08/			528am-6am	:3	ROY MOORE	E FOR SENATE		\$100.00 NM
2 WSFA W 08/	02/17 5:39 AM Today i		528am-6am		-	E FOR SENATE		\$100.00 NM
4 WSFA Th 08/	-		528am-6am		•	E FOR SENATE		\$100.00 NM
5 WSFA F 08/	04/17 5:54 AM Today ii		528am-6am			E FOR SENATE		\$100.00 NM
Weeks: Start Date	End Date MTWTFSS	Spots/Week	<u>Rate</u>					Q100.00 74W
08/07/17	08/13/17 MTWTF	5	\$100.00		4 / 15			
Spots: # Ch Day Air			Start/End Time		n Ad-ID			Rate Type
	07/17 5:57 AM Today ii		528am-6am) FLSM1892H			\$100.00 NM
6 WSFA Tu 08/			528am-6am) FLSM1892			\$100.00 NM
	09/17 5:55 AM Today in		528am-6am) FLSM1892H			\$100.00 NM
7 WSFA Th 08/			528am-6am) FLSM1892H			\$100.00 NM
10 WSFA F 08/	11/17 5:45 AM Today ir	n Alabama 530a	528am-6am	:30) Conservat	tive	···	\$100.00 NM
8 08/14/17 08/15/17	Today in Alabama 530a	528am-6am	MT	:30	2	\$100.00	NM	
Weeks: Start Date 08/14/17	End Date MTWTFSS 08/20/17 MT	Spots/Week 2	<u>Rate</u> \$100.00				***************************************	
Spots: # Ch Day Air			Start/End Time	Lenath	Ad-ID			Rate Type
	14/17 5:45 AM Today ir		528am-6am) FLSM1892H	l Names		\$100.00 NM
2 WSFA Tu 08/	•		528am-6am) Conservat			\$100.00 NM
9 07/31/17 08/11/17	Today In Alabama	6a-7a	MTWTF	:30	5	\$175.00	NM	***************************************
Weeks: Start Date	End Date MTWTFSS	Spots/Week	Rate				**************************************	
07/31/17	08/06/17 MTWTF	5	\$175.00					
Spots: <u># Ch Day Air</u>			Start/End Time	Length	Ad-ID			Rate Type
3 WSFA M 07/3	31/17 6:10 AM Today Ir	n Alabama	6a-7a	:30	ROY MOORE	FOR SENATE		\$175.00 NM
1 WSFA Tu 08/0	01/17 6:19 AM Today Ir	n Alabama	6a-7a	:30	ROY MOORE	FOR SENATE		\$175.00 NM
2 WSFA W 08/0	02/17 6:22 AM Today Ir	n Alabama	6a-7a	:30	ROY MOORE	FOR SENATE		\$175.00 NM
5 WSFA Th 08/0	03/17 6:21 AM Today Ir	n Alabama	6a-7a	:30	ROY MOORE	FOR SENATE		\$175.00 NM
	04/17 6:54 AM Today Ir	n Alabama	6a-7a	:30	ROY MOORE	FOR SENATE		\$175.00 NM
Weeks: Start Date		Spots/Week	Rate					
08/07/17 Spots: # Ch Day Airl	08/13/17 MTWTF	5	\$175.00	1	V - 1 1 C			.
Spots: # Ch Day Air I			Start/End Time	Length				Rate Type
8 WSFA M 08/0	7/17 6:46 AM Today In	i Alabama	6a-7a	:30	FLSM1892H	_names		\$175.00 NM

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6a-7a

:30 FLSM1892H_Names

6:47 AM Today In Alabama

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

\$175.00 NM



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Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

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www.wsia.com						Snotal			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
9 07/31/17	08/11/17	Today In Alabama	6a-7a	MTWTF	:30	5	\$175.00	NM	
Spots: # Ch	Day Air D	Date Air Time Descr	iption	Start/End Time	Lengt	h Ad-ID			Rate Type
7 WSI	FA W 08/0	9/17 6:55 AM Today	In Alabama	6a-7a	:3	O FLSM1892	H_Names		\$175.00 NM
9 WSI	FA Th 08/1	0/17 6:21 AM Today	In Alabama	6a-7a	:3	() Conserva	tive		\$175.00 NM
10 WSI	FA F 08/1	1/17 6:31 AM Today	In Alabama	6a-7a	:3	O FLSM1892	H_Names		\$175.00 NM
10 08/14/17	08/15/17	Today In Alabama	6a-7a	MT	:30	2	\$175.00	NM	
Weeks:		End Date <u>MTWTFSS</u> 08/20/17 MT	Spots/Week 2	<u>Rate</u> \$175.00					
Spots: # Ch	Day Air D			Start/End Time	Lenat	h Ad-ID			Rate Type
2 WSI				6a-7a		O Conserva	tive		\$175.00 NM
1 WSI		•		6a-7a	:3	O FLSM1892	H_Names		\$175.00 NM
44 07/04/47	0044447	NDO Teden Cham	7.0	14TI.FFF	.20	5	£44E.00	NINA	
11 07/31/17	08/11/17	NBC Today Show	7-9am	MTWTF	:30		\$115.00	NM ————	
Weeks:		End Date MTWTFSS 08/06/17 MTWTF	Spots/Week 5	<u>Rate</u> \$115.00					
Spots: # Ch	Day Air D	Date Air Time Descri	ption	Start/End Time	Lengt	h Ad-ID			Rate Type
3 WSF	FA M 07/3	1/17 8:59 AM NBC T	oday Show	7-9am	:3	O ROY MOOR	E FOR SENATE		\$115.00 NM
4 WSF	FA Tu 08/0	1/17 8:53 AM NBC T	oday Show	7-9am	:3	O ROY MOOR	E FOR SENATE		\$115.00 NM
2 WSF	FA W 08/0	2/17 7:20 AM NBC T	oday Show	7-9am	:3	O ROY MOOR	E FOR SENATE		\$115.00 NM
5 WSF	FA Th 08/0	3/17 8:39 AM NBC T	oday Show	7-9am	:3	O ROY MOOR	E FOR SENATE		\$115.00 NM
1 WSF				7-9am	:3	O ROY MOOR	E FOR SENATE		\$115.00 NM
Weeks:		End Date MTWTFSS	Spots/Week	Rate					
Spoto: # Ch	08/07/17 Day Air D	08/13/17 MTWTF	ntion 5	\$115.00 Start/End Time	Lengt	h Ad-ID			Pata Type
Spots: # <u>Ch</u> 10 WSF				7-9am		0 FLSM1892	H Namos		<u>Rate Type</u> \$115.00 NM
6 WSF			•	7-9am 7-9am		0 FLSM1892			\$115.00 NM
9 WSF			•	7-9am		0 FLSM1892			\$115.00 NM
7 WSF			•	7-9am 7-9am		0 FLSM1892			\$115.00 NM
8 WSF			•	7-9am		O Conserva			\$115.00 NM
				~~~~~					V110.00 1411
12 08/14/17	08/15/17	NBC Today Show	7-9am	MT	:30	2	\$115.00	NM	
		End Date <u>MTWTFSS</u> 08/20/17 MT	Spots/Week 2	<u>Rate</u> \$115.00					
Spots: # Ch	Day Air D	ate Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WSF			•	7-9am		O Conserva			\$115.00 NM
2 WSF	A Tu 08/1	5/17 8:56 AM NBC T	oday Show	7-9am	:30	O FLSM1892	H_Names		\$115.00 NM
13 08/12/17	08/12/17	NBC Saturday Today S	Sh 6-8am	1-	:30	1	\$45.00	NM	
		End Date MTWTFSS 08/13/171-	Spots/Week 1	<u>Rate</u> \$45.00					
Spots: # Ch	Day Air D		ption	Start/End Time	Lenati	h Ad-ID			Rate Type
	A Sa 08/12		Saturday Today Show	6-8am		) Conserva	tive		\$45.00 NM
14 08/06/17	08/13/17	NET NBC Sunday Tod	ay 7-8a	S	:30	1	\$45.00	NM	
		Show	· · · · · · · · · · · · · · · · · · ·						

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www.wsfa.com

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Line Start Date End Date Description Charlifford Tim			Spots/	5-4-	<b></b>	
Line Start Date End Date Description Start/End Tin	ne MTWTFSS	Length	Week	Rate	Туре	
14 08/06/17 08/13/17 NET NBC Sunday Today 7-8a Show	S	:30	1	\$45.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Wee						
07/31/17 08/06/17S Spots: <u># Ch Day Air Date</u> Air Time Description	1 \$45.00 Start/End Time	Length	Ad-ID			Rate Type
1 WSFA Su 08/06/17 7:57 AM NET NBC Sunday Tod	***************************************		<u>70-10</u> FLSM1892	H Names		\$45.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Wee</u>		.00		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		Ψ45.00 INIVI
	2 \$45.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Length</u>				Rate Type
3 WSFA Su 08/13/17 7:25 AM NET NBC Sunday Tod			FLSM1892			\$45.00 NM
2 WSFA Su 08/13/17 7:59 AM NET NBC Sunday Tod	ay Show 7-8a	:30	Conserva	Tive		\$45.00 NM
15 08/06/17 08/13/17 NET NBC Meet The Pres 8-9a s	S	:30	1	\$45.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Wee						
07/31/17	1 \$45.00 Start/End Time		V ~ 1D			D-4- T
Spots: # Ch Day Air Date Air Time Description  1 WSFA Su 08/06/17 8:59 AM NET NBC Meet The Pri	Start/End Time ess 8-9a	<u>Length</u>	<u>AG-ID</u> FLSM18921	U Namor		Rate Type
Weeks: Start Date End Date MTWTFSS Spots/Wee		.30	L L SMITO 3 Z1	n_ivairies		\$45.00 NM
	2 \$45.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length	Ad-ID			Rate Type
2 WSFA Su 08/13/17 NET NBC Meet The Pri Credited	ess 8-9a	:00				\$45.00 NM
3 WSFA Su 08/13/17 NET NBC Meet The Pro Credited	ess 8-9a	:00		4		\$45.00 NM
16 08/06/17 08/13/17 WSFA News Sunday AM 9-930a	S	:30	2	\$20.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Wee           07/31/17         08/06/17        S	<u>k Rate</u> 2 \$20.00				***************************************	
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length A	Ad-ID			Rate Type
1 WSFA Su 08/06/17 9:15 AM WSFA News Sunday A			 FLSM1892н	H_Names		\$20.00 NM
3 WSFA Su 08/06/17 9:28 AM WSFA News Sunday A	M 9-930a	:30	FLSM1892H	H_Names		\$20.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Weel						
08/07/17 08/13/17S Spots: # Ch Day Air Date Air Time Description	1 \$20.00		A - 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			D . T
2 WSFA Su 08/13/17 WSFA News Sunday A	Start/End Time M 9-930a	Length :	40-1D			Rate Type
Credited Wor A News Sunday A		.00		***************************************		\$20.00 NM
17 07/31/17 08/11/17 NBC Today 2 9-10am	MTWTF	:30	5	\$50.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Weel 07/31/17 08/06/17 MTWTF	<u>Rate</u> 5 \$50.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length A	Ad-ID			Rate Type
1 WSFA M 07/31/17 9:56 AM NBC Today 2	9-10am			FOR SENATE		\$50.00 NM
3 WSFA Tu 08/01/17 9:54 AM NBC Today 2	9-10am	:30 F	ROY MOORE	FOR SENATE		\$50.00 NM
5 WSFA W 08/02/17 9:29 AM NBC Today 2	9-10am	:30 F	ROY MOORE	FOR SENATE		\$50.00 NM
4 WSFA Th 08/03/17 9:29 AM NBC Today 2	9-10am	:30 F	ROY MOORE	FOR SENATE		\$50.00 NM
2 WSFA F 08/04/17 9:59 AM NBC Today 2	9-10am	:30 F	OY MOORE	FOR SENATE		\$50.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Week 08/07/17 08/13/17 MTWTF						

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Line Start Date End Date Description Sta	art/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
17 07/31/17 08/11/17 NBC Today 2 9-1	0am	MTWTF	:30	5	\$50.00	NM	
Spots: # Ch Day Air Date Air Time Description		Start/End Time	Length	Ad-ID		<del></del>	Rate Type
7 WSFA M 08/07/17 9:55 AM NBC Today 2	2	9-10am		FLSM1892	_Names		\$50.00 NM
6 WSFA Tu 08/08/17 10:00 AM NBC Today 2	2	9-10am	:30	FLSM1892	_Names		\$50.00 NM
8 WSFA W 08/09/17 9:27 AM NBC Today 2	2	9-10am	:30	FLSM1892F	I_Names		\$50.00 NM
9 WSFA Th 08/10/17 9:59 AM NBC Today 2	2	9-10am	:30	Conservat	ive		\$50.00 NM
10 WSFA F 08/11/17 9:27 AM NBC Today 2	2	9-10am	:30	FLSM1892F	_Names		\$50.00 NM
18 08/14/17 08/14/17 NBC Today 2 9-1	0am	1	:30	1	\$50.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>S</u> 08/14/17 08/20/17 1	Spots/Week 1	<u>Rate</u> \$50.00		***************************************		· · · · · · · · · · · · · · · · · · ·	
Spots: # Ch Day Air Date Air Time Description		Start/End Time	Length	Ad-ID			Rate Type
1 WSFA M 08/14/17 9:28 AM NBC Today 2	2	9-10am	:30	FLSM1892H	_Names	·····	\$50.00 NM
19 07/31/17 08/03/17 NBC Today Show 3 10-	11am	MTWT	:30	4	\$50.00	NM	A
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>S</u> 07/31/17 08/06/17 MTWT	Spots/Week 4	<u>Rate</u> \$50.00					
Spots: # Ch Day Air Date Air Time Description		Start/End Time	Length	Ad-ID			Rate Type
1 WSFA M 07/31/17 10:54 AM NBC Today S	Show 3	10-11am			FOR SENATE		\$50.00 NM
3 WSFA Tu 08/01/17 10:29 AM NBC Today S	Show 3	10-11am	:30	ROY MOORE	FOR SENATE		\$50.00 NM
2 WSFA W 08/02/17 10:29 AM NBC Today S		10-11am	:30	ROY MOORE	FOR SENATE		\$50.00 NM
4 WSFA Th 08/03/17 10:29 AM NBC Today S	Show 3	10-11am	:30	ROY MOORE	FOR SENATE		\$50.00 NM
20 08/07/17 08/11/17 NBC Today Show 3 10-	11am	MTWTF	:30	5	\$50.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>S</u> 08/07/17 08/13/17 MTWTF	pots/Week 5	<u>Rate</u> \$50.00					
Spots: # Ch Day Air Date Air Time Description		Start/End Time	Length	Ad-ID			Rate Type
1 WSFA M 08/07/17 10:54 AM NBC Today S	show 3	10-11am		FLSM1892H	_Names		\$50.00 NM
2 WSFA Tu 08/08/17 10:48 AM NBC Today S		10-11am	:30	FLSM1892H	_Names		\$50.00 NM
5 WSFA W 08/09/17 10:29 AM NBC Today S		10-11am	:30	FLSM1892H	_Names		\$50.00 NM
4 WSFA Th 08/10/17 10:29 AM NBC Today S		10-11am		FLSM1892H			\$50.00 NM
3 WSFA F 08/11/17 10:55 AM NBC Today S		10-11am		Conservat			\$50.00 NM
21 08/14/17 08/14/17 NBC Today Show 3 10-1	11am	1	:30	1	\$50.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>S</u> 08/14/17 08/20/17 1	pots/Week 1	<u>Rate</u> \$50.00			**************************************	****	<del></del>
Spots: # Ch Day Air Date Air Time Description	•	Start/End Time	Length	Ad-ID			Rate Type
1 WSFA M 08/14/17 10:48 AM NBC Today S	how 3	10-11am		Conservat	ive		\$50.00 NM
22 07/31/17 08/11/17 WSFA 12 News at Noon 12-1	230pm	MTWTF	:30	5	\$100.00	NM	
Weeks: <u>Start Date End Date</u> <u>MTWTFSS</u> <u>Sp</u> 07/31/17 08/06/17 MTWTF	pots/Week 5	<u>Rate</u> \$100.00		······································			***************************************
Spots: # Ch Day Air Date Air Time Description	5	Start/End Time	Lanath	Δ <i>4</i> -ID			Data Tura
3 WSFA M 07/31/17 12:14 PM WSFA 12 Nev	we at Noon	12-1230pm	Length		FOR SENATE		Rate Type
1 WSFA Tu 08/01/17 12:08 PM WSFA 12 Nev		12-1230pm					\$100.00 NM
Work in Sold in 12.00 Five VORA 12 Nev	vo at INOUII	12-1230pm	.30	RUT MUUKE	FOR SENATE		\$100.00 NM

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Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

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Line Start Date End Date Description Start/End Time	MTWTFSS	Spots Length Weel		Туре	
22 07/31/17 08/11/17 WSFA 12 News at Noon 12-1230pm	MTWTF		5 \$100.00	NM	
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-II	2		Rate Type
5 WSFA W 08/02/17 12:28 PM WSFA 12 News at Noon	12-1230pm	:30 ROY	MOORE FOR SENATE		\$100.00 NM
4 WSFA Th 08/03/17 12:16 PM WSFA 12 News at Noon	12-1230pm	:30 ROY	MOORE FOR SENATE		\$100.00 NM
2 WSFA F 08/04/17 12:28 PM WSFA 12 News at Noon	12-1230pm	:30 ROY	MOORE FOR SENATE		\$100.00 NM
Weeks:         Start Date 08/07/17         End Date Date MTWTFSS Spots/Week MTWTF         Spots/Week MTWTF         5	<u>Rate</u> \$100.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	<u>)</u>		Rate Type
6 WSFA M 08/07/17 12:26 PM WSFA 12 News at Noon	12-1230pm	:30 FLSM	1892H_Names		\$100.00 NM
9 WSFA Tu 08/08/17 12:12 PM WSFA 12 News at Noon	12-1230pm	:30 FLSM	1892H_Names		\$100.00 NM
8 WSFA W 08/09/17 12:09 PM WSFA 12 News at Noon	12-1230pm	:30 FLSM	1892H_Names		\$100.00 NM
10 WSFA Th 08/10/17 12:16 PM WSFA 12 News at Noon	12-1230pm	:30 Cons	ervative		\$100.00 NM
7 WSFA F 08/11/17 12:15 PM WSFA 12 News at Noon	12-1230pm	:30 FLSM	1892H_Names		\$100.00 NM
23 08/14/17 08/14/17 WSFA 12 News at Noon 12-1230pm	1	:30	1 \$100.00	NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           08/14/17         08/20/17         1         1	<u>Rate</u> \$100.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-IC	)		Rate Type
1 WSFA M 08/14/17 12:15 PM WSFA 12 News at Noon	12-1230pm		- 1892н_Names		\$100.00 NM
24 07/31/17	MTWTF	:30 5	5 \$60.00	NM	***************************************
<u> </u>					
Weeks:         Start Date 07/31/17         End Date 08/06/17         MTWTFS MTWTF         Spots/Week 5	<u>Rate</u> \$60.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	2		Rate Type
3 WSFA M 07/31/17 4:28 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 ROY N	MOORE FOR SENATE		\$60.00 NM
1 WSFA Tu 08/01/17 4:16 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 ROY N	MOORE FOR SENATE		\$60.00 NM
4 WSFA W 08/02/17 4:28 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 ROY N	MOORE FOR SENATE		\$60.00 NM
5 WSFA Th 08/03/17 4:29 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 ROY N	MOORE FOR SENATE		\$60.00 NM
2 WSFA F 08/04/17 4:24 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 ROY N	MOORE FOR SENATE		\$60.00 NM
Weeks:         Start Date 08/07/17         End Date 08/13/17         MTWTFS MTWTF         Spots/Week 5	<u>Rate</u> \$60.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	<u>)</u>		Rate Type
6 WSFA M 08/07/17 4:29 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 FLSM1	L892H_Names		\$60.00 NM
7 WSFA Tu 08/08/17 4:11 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 FLSM1	L892H_Names		\$60.00 NM
9 WSFA W 08/09/17 4:12 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 FLSM1	L892H_Names		\$60.00 NM
10 WSFA Th 08/10/17 4:14 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 Conse	rvative		\$60.00 NM
8 WSFA F 08/11/17 4:24 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 Conse	rvative		\$60.00 NM
25 08/14/17	1	:30 1	\$60.00	NM	·
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 08/14/17 08/20/17 1 1	<u>Rate</u> \$60.00		· · · · · · · · · · · · · · · · · · ·		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID	ı		Rate Type
1 WSFA M 08/14/17 4:30 PM WSFA 12 NEWS AT 4PM	M-F 4-430P	:30 Conse	•		\$60.00 NM
26 07/31/17 08/11/17 WSFA 12 NEWS AT 4P M-F 430-5P	MTWTF	:30 5	\$75.00	NM	

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Invoice #	Invoice Date	Invoice Month	Invoice Period
1			07/04/47 00/47/47
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com

ine Start Da	te End Date D	escription	Start/End Time	MTWTFSS		Spots/ Week	Rate	Туре	
26 07/31/17	7 08/11/17 V M	VSFA 12 NEWS AT 4F	P M-F 430-5P	MTWTF	:30	5	\$75.00	NM	
Weeks:	Start Date En	<u>d Date</u> <u>MTWTFSS</u> /06/17 MTWTF	Spots/Week 5	<u>Rate</u> \$75.00					
Spots: # C	Ch Day Air Date	Air Time Descrip	otion	Start/End Time	Length	Ad-ID			Rate Typ
3 V	VSFA M 07/31/1		12 NEWS AT 4PM	M-F 430-5P	:30	ROY MOORE	FOR SENATE		\$75.00 N
2 V	VSFA Tu 08/01/1	7 4:51 PM WSFA	12 NEWS AT 4PM	M-F 430-5P	:30	ROY MOORE	FOR SENATE		\$75.00 N
4 V	VSFA W 08/02/1	7 4:51 PM WSFA	12 NEWS AT 4PM	M-F 430-5P	:30	ROY MOORE	FOR SENATE		\$75.00 N
5 V	VSFA Th 08/03/1	7 4:50 PM WSFA	12 NEWS AT 4PM	M-F 430-5P	:30	ROY MOORE	FOR SENATE		\$75.00 N
1 V	VSFA F 08/04/1		12 NEWS AT 4PM	M-F 430-5P	:30	ROY MOORE	FOR SENATE		\$75.00 N
Weeks:		d Date MTWTFSS 13/17 MTWTF	Spots/Week 5	<u>Rate</u> \$75.00					
Spots: # C	Ch Day Air Date	<u>Air Time</u> Descrip	<u>tion</u>	Start/End Time	Length	Ad-ID			Rate Type
9 V	VSFA M 08/07/1	7 4:55 PM WSFA	12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892H	I_Names		\$75.00 N
6 V	VSFA Tu 08/08/1	7 4:41 PM WSFA	12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892F	I_Names		\$75.00 NM
7 V	VSFA W 08/09/1	7 4:51 PM WSFA	12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892H	<u> </u> Names		\$75.00 NM
10 V	VSFA Th 08/10/1	7 4:52 PM WSFA	12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892H	I_Names		\$75.00 NM
8 V	VSFA F 08/11/1	7 4:51 PM WSFA	12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892F	l_Names		\$75.00 NM
27 08/14/17	08/14/17 W	/SFA 12 NEWS AT 4F	M-F 430-5P	1	:30	1	\$75.00	NM	
Weeks:		<u>Date</u> <u>MTWTFSS</u> 20/17 1	Spots/Week 1	<u>Rate</u> \$75.00					
Spots: # C	h Day Air Date	Air Time Descrip	<u>tion</u>	Start/End Time	Length ,	Ad-ID			Rate Type
1 V	VSFA M 08/14/1	7 4:52 PM WSFA	12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892H	_Names		\$75.00 NN
28 07/31/17	08/11/17 W	/SFA 12 News at Five	5-530pm	MTWTF	:30	5	\$185.00	NM	
Weeks:		d Date MTWTFSS 06/17 MTWTF	Spots/Week 5	<u>Rate</u> \$185.00			- Marine and a second and a second		
Spots: # C	h Day Air Date	Air Time Descrip	<u>tion</u>	Start/End Time	Length /	Ad-ID			Rate Type
2 W	/SFA M 07/31/1	7 5:11 PM WSFA	12 News at Five	5-530pm	:30 !	ROY MOORE	FOR SENATE		\$185.00 NN
3 V	/SFA Tu 08/01/11	7 5:15 PM WSFA	12 News at Five	5-530pm	:30 1	ROY MOORE	FOR SENATE		\$185.00 NN
1 V	/SFA W 08/02/17	7 5:15 PM WSFA	12 News at Five	5-530pm	:30 1	ROY MOORE	FOR SENATE		\$185.00 NN
4 V	/SFA Th 08/03/17	7 5:28 PM WSFA	12 News at Five	5-530pm	:30 F	ROY MOORE	FOR SENATE		\$185.00 NN
5 W	/SFA F 08/04/17	7 5:11 PM WSFA	12 News at Five	5-530pm	:30 F	ROY MOORE	FOR SENATE		\$185.00 NN
Weeks:		I Date MTWTFSS 13/17 MTWTF	Spots/Week 5	<u>Rate</u> \$185.00					
Spots: <u>#</u> <u>C</u>	h Day Air Date	Air Time Descrip	<u>tion</u>	Start/End Time	Length A	Ad-ID			Rate Type
8 W	/SFA M 08/07/17	7 5:16 PM WSFA 1	12 News at Five	5-530pm	:30 F	-LSM1892н	_Names		\$185.00 NN
	/SFA Tu 08/08/17	7 5:11 PM WSFA 1	12 News at Five	5-530pm	:30 F	LSM1892H	_Names		\$185.00 NN
	/SFA W 08/09/17		12 News at Five	5-530pm	:30 F	LSM1892H	_Names		\$185.00 NM
10 W	/SFA Th 08/10/17	7 5:29 PM WSFA 1	12 News at Five	5-530pm	:30 (	Conservat	ive		\$185.00 NM
7 W	/SFA F 08/11/17	7 5:12 PM WSFA 1	2 News at Five	5-530pm	:30 (	onservat	ive		\$185.00 NM
29 08/14/17	08/14/17 W	SFA 12 News at Five	5-530pm	1	:30	1	\$185.00	NM	
Weeks:		Date   MTWTFSS   20/17   1	Spots/Week 1	<u>Rate</u> \$185.00		<del></del>			
Spots: # C			·	Start/End Time	Length A	74-1D			Pata Tuna
-p-10. <u>11</u> <u>U</u>	Day An Date	An Three Descript	777.1	Statutio Tille	rendin y	10-1D			Rate Type

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Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

<u>Advertiser</u>	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

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<u>www.wsra.com</u>				
Line Otent Date - Francisco - Date -		Spots/		
Line Start Date End Date Description Start/End Time	MTWTFSS	Length Week Rate	Туре	
29 08/14/17 08/14/17 WSFA 12 News at Five 5-530pm	1	:30 1 \$185.0	00 NM	
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
1 WSFA M 08/14/17 5:17 PM WSFA 12 News at Five	5-530pm	:30 Conservative		\$185.00 NM
30 07/31/17 08/11/17 WSFA 12 News at Six - 6-630pm MF	MTWTF	:30 5 \$350.0	00 NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 5	<u>Rate</u> \$350.00			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
4 WSFA M 07/31/17 6:16 PM WSFA 12 News at Six - MF	6-630pm	:30 ROY MOORE FOR SEN	ATE	\$350.00 NM
2 WSFA Tu 08/01/17 6:14 PM WSFA 12 News at Six - MF	6-630pm	:30 ROY MOORE FOR SEN	ATE	\$350.00 NM
3 WSFA W 08/02/17 6:22 PM WSFA 12 News at Six - MF	6-630pm	:30 ROY MOORE FOR SEN	ATE	\$350.00 NM
1 WSFA Th 08/03/17 6:21 PM WSFA 12 News at Six - MF	6-630pm	:30 ROY MOORE FOR SEN	ATE	\$350.00 NM
5 WSFA F 08/04/17 6:12 PM WSFA 12 News at Six - MF	6-630pm	:30 ROY MOORE FOR SEN	ATE	\$350.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> 08/07/17 08/13/17 MTWTF 5	<u>Rate</u> \$350.00			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
7 WSFA M 08/07/17 6:27 PM WSFA 12 News at Six - MF	6-630pm	:30 FLSM1892H_Names		\$350.00 NM
8 WSFA Tu 08/08/17 6:10 PM WSFA 12 News at Six - MF	6-630pm	:30 FLSM1892H_Names		\$350.00 NM
9 WSFA W 08/09/17 6:27 PM WSFA 12 News at Six - MF	6-630pm	:30 FLSM1892H_Names		\$350.00 NM
6 WSFA Th 08/10/17 WSFA 12 News at Six - MF Credited	6-630pm	:00		\$350.00 NM
10 WSFA F 08/11/17 6:17 PM WSFA 12 News at Six - MF	6-630pm	:30 FLSM1892H_Names	······································	\$350.00 NM
31 08/14/17 08/14/17 WSFA 12 News at Six - 6-630pm MF	1	:30 1 \$350.0	0 <b>NM</b>	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           08/14/17         08/20/17         1         1	<u>Rate</u> \$350.00			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
1 WSFA M 08/14/17 6:28 PM WSFA 12 News at Six - MF	6-630pm	:30 FLSM1892H_Names		\$350.00 NM
32 08/05/17 08/12/17 WSFA 12 News at Six-S Sa 6-7pm at	1-	:30 1 \$80.0	0 NM	
Weeks:         Start Date 07/31/17         End Date 08/06/17         MTWTFSS 08/06/17         Spots/Week 08/06/17	<u>Rate</u> \$80.00	***************************************		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
1 WSFA Sa 08/05/17 6:42 PM WSFA 12 News at Six-Sat	Sa 6-7pm	:30 ROY MOORE FOR SENA	NTE	\$80.00 NM
Weeks:         Start Date 08/07/17         End Date 08/13/17         MTWTFSS 05/05/Week 07/17         Spots/Week 07/17	<u>Rate</u> \$80.00			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
2 WSFA Sa 08/12/17 6:35 PM WSFA 12 News at Six-Sat	Sa 6-7pm	:30 FLSM1892H_Names		\$80.00 NM
34 07/31/17 08/13/17 WSFA 12 News at Five-S Su 5-530p un	S	:30 1 \$90.0	0 NM	
Weeks:         Start Date         End Date         MTWTFSS         Spots/Week           07/31/17         08/06/17        S         1	<u>Rate</u> \$90.00			
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID		Rate Type
3 WSFA Su 08/06/17 5:29 PM WSFA 12 News at Five-Sun	Su 5-530p	:30 FLSM1892H_Names		\$90.00 NM
Weeks:         Start Date 08/07/17         End Date 08/13/17         MTWTFSSS         Spots/Week 1	<u>Rate</u> \$90.00			722.00

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<u>Advertiser</u>	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

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	5.4.	e e	)		Observation of Times			Spots/	D-4-	77	
_ine Start	Date	End D	ate Des	scription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
34 07/3	1/17	08/13	/17 WS un	SFA 12 News at	Five-SSu 5-530p	S	:30	1	\$90.00	NM	
Spots: #	<u>Ch</u>	Day	Air Date	<u> Air Time</u> De	scription	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
9	WSF	A St	08/13/17	5:28 PM WS	SFA 12 News at Five-Sun	Su 5-530p	:3	O FLSM1892H			\$90.00 NM
35 07/31	1/17	08/13	/17 WS		Ten - 10-1035pm	MTWTF	:30	5	\$275.00	NM	
Week		Start D 07/31/1				<u>Rate</u> \$275.00					
Spots: #	<u>Ch</u>	Day	Air Date	Air Time De	scription	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
6	WSF	A M	07/31/17	10:17 PM WS	SFA 12 News at Ten - MF	10-1035pm	:3	O ROY MOORE	E FOR SENATE	<b>:</b>	\$275.00 NM
3	WSF	A Tu	08/01/17	10:22 PM WS	SFA 12 News at Ten - MF	10-1035pm	:3	O ROY MOORE	FOR SENATE	<b>:</b>	\$275.00 NN
5	WSF	A W	08/02/17	10:22 PM WS	SFA 12 News at Ten - MF	10-1035pm	:3	O ROY MOORE	FOR SENATE	Ē	\$275.00 NM
2	WSF	A Th	08/03/17	10:39 PM WS	SFA 12 News at Ten - MF	10-1035pm	:3	O ROY MOORE	FOR SENATE	Ē	\$275.00 NM
4	WSF	A F	08/04/17	10:15 PM WS	SFA 12 News at Ten - MF	10-1035pm	:3	O ROY MOORE	FOR SENATE	<b>E</b>	\$275.00 NM
Week		<u>Start D</u> 08/07/1				<u>Rate</u> \$275.00					
Spots: #	<u>Ch</u>	Day	Air Date	Air Time De	<u>scription</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
11	WSF	A M	08/07/17	10:14 PM WS	SFA 12 News at Ten - MF	10-1035pm	:3	O FLSM1892H	l_Names		\$275.00 NN
7	WSF		08/08/17	10:27 PM WS	SFA 12 News at Ten - MF	10-1035pm	:3	O FLSM1892H	<u>-</u> Names		\$275.00 NN
10	WSF	A W	08/09/17	10:27 PM WS	SFA 12 News at Ten - MF	10-1035pm	:3	O FLSM1892H	<b>I_Names</b>		\$275.00 NN
9	WSF	A Th	08/10/17	10:17 PM WS	SFA 12 News at Ten - MF	10-1035pm	:3	O FLSM1892H	<u>l_Names</u>		\$275.00 NN
8	WSF	A F	08/11/17	10:26 PM WS	SFA 12 News at Ten - MF	10-1035pm	:3	0 TCI105019	99н		\$275.00 NM
36 08/14	1/17	08/14/	/17 WS	FA 12 News at	Ten - 10-1035pm	1	:30	1	\$275.00	NM	
Week		Start D 08/14/1				<u>Rate</u> \$275.00					
Spots: #	<u>Ch</u>	Day	Air Date	Air Time Des	scription	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
3	WSF	A M	08/14/17	10:34 PM WS	SFA 12 News at Ten - MF	10-1035pm	:3	0 Conservat	ive		\$275.00 NIV
37 08/05	6/17	08/13/	17 WS		Ten - 10-1030pm	1-	:30	1	\$175.00	NM	
Week		Start D 07/31/1	ate End l	Date MTWTFS		<u>Rate</u> \$175,00					
Spots: #	Ch	Day	Air Date	Air Time Des	scription	Start/End Time	Lengt	h Ad-ID			Rate Type
1	WSF	A Sa	08/05/17	10:07 PM WS	SFA 12 News at Ten - Sat	10-1030pm	:3	O ROY MOORE	FOR SENATE		\$175.00 NM
Week		Start D 08/07/1				<u>Rate</u> \$175.00					
Spots: #	<u>Ch</u>	<u>Day</u>	Air Date	Air Time Des	scription	Start/End Time		h Ad-ID			Rate Type
2	WSF	A Sa	08/12/17	10:21 PM WS	SFA 12 News at Ten - Sat	10-1030pm	:3	O Conservat	ive		\$175.00 NM
38 08/06	/17	08/13/	17 WS Sun		Ten - 10-1030pm	1	:30	1	\$300.00	NM	
Week		Start D: 07/31/1	ate End [	Date MTWTFS		<u>Rate</u> \$300.00				**************************************	***************************************
Spots: #			Air Date	Air Time Des	scription	Start/End Time	Lengt	h Ad-ID			Rate Type
2			08/06/17		FA 12 News at Ten - Sun	10-1030pm		 ) FLSM1892н	_Names		\$300.00 NM
Week	s:	Start D: 08/07/1	ate End [	Date MTWTFS	Spots/Week	<u>Rate</u> \$300.00					
Spots: #	<u>Ch</u>	<u>Day</u>	Air Date	Air Time Des	scription	Start/End Time	Lengt	n Ad-ID			Rate Type

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Send Payment To:
WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

Advertiser		Product	Estimate Number
POL/Moore	e, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com

42 08/13/17

08/13/17

www.wsia.com									
Line Otent Date	- LP. L					Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
38 08/06/17	08/13/17	WSFA 12 News at Ten Sun	- 10-1030pm	1	:30	1	\$300.00	NM	
Spots: # Ch	Day Air [	<u> Date Air Time Descrip</u>	<u>tion</u>	Start/End Time	Lengt	Ad-ID			Rate Type
1 WS	SFA Su 08/1	3/17 10:24 PM WSFA	12 News at Ten - Sun	10-1030pm	:30	) Conservat	ive		\$300.00 NM
39 07/31/17	08/13/17	NBC Early Today	4XM-430XM	MTWT	:30	4	\$3.00	NM	
Weeks:		End Date MTWTFSS 08/06/17 MTWT	Spots/Week 4	<u>Rate</u> \$3.00					
Spots: # Ch	Day Air D	Date Air Time Descrip	<u>tion</u>	Start/End Time	Lengtl	Ad-ID			Rate Type
1 WS	FA M 07/3	1/17 4:18 AM NBC Ea	arly Today	4XM-430XM	:30	) ROY MOORE	FOR SENATE	Ī	\$3.00 NM
2 WS		1/17 4:30 AM NBC Ea	arly Today	4XM-430XM	:30	) ROY MOORE	FOR SENATE	Ī	\$3.00 NM
] 3 WS			arly Today	4XM-430XM	:30	) ROY MOORE	FOR SENATE		\$3.00 NM
4 WS			ariy Today	4XM-430XM	:30	) ROY MOORE	FOR SENATE		\$3.00 NM
Weeks:	08/07/17	End Date         MTWTFSS           08/13/17         MTWT	Spots/Week 4	<u>Rate</u> \$3.00					
Spots: # Ch	Day Air D			Start/End Time	Length	Ad-ID			Rate Type
6 WS			•	4XM-430XM	:30	) FLSM1892H	_Names		\$3.00 NM
7 WS				4XM-430XM	:30	) FLSM1892H	_Names		\$3.00 NM
8 WS			• •	4XM-430XM		) FLSM1892H			\$3.00 NM
9 WS	FA Th 08/1	0/17 4:30 AM NBC Ea	irly Today	4XM-430XM	:30	) FLSM1892H	_Names		\$3.00 NM
40 07/31/17	08/13/17	Today in Alabama 430a m	430-5a	MTWTF	:30	5	\$5.00	NM	
Weeks:		End Date <u>MTWTFSS</u> 08/06/17 MTWTF	Spots/Week 5	<u>Rate</u> \$5.00		<del></del>		<u></u>	
Spots: # Ch	Day Air D	Date Air Time Descript	<u>tion</u>	Start/End Time	Length	Ad-ID			Rate Type
2 WS	FA M 07/3	1/17 4:58 AM Today in	n Alabama 430am	430-5a	:30	ROY MOORE	FOR SENATE		\$5.00 NM
3 WS	FA Tu 08/0	1/17 4:53 AM Today ir	n Alabama 430am	430-5a	:30	ROY MOORE	FOR SENATE		\$5.00 NM
1 WS	FA W 08/0:	2/17 4:42 AM Today ir	n Alabama 430am	430-5a	:30	ROY MOORE	FOR SENATE		\$5.00 NM
5 WS	FA Th 08/0:	3/17 4:52 AM Today ir	n Alabama 430am	430-5a	:30	ROY MOORE	FOR SENATE		\$5.00 NM
10 WS			n Alabama 430am	430-5a	:30	ROY MOORE	FOR SENATE		\$5.00 NM
Weeks:	08/07/17	End Date MTWTFSS 08/13/17 MTWTF	<u>Spots/Week</u> 5	<u>Rate</u> \$5.00					
Spots: # Ch	Day Air D		<u>ion</u>	Start/End Time	Length	Ad-ID			Rate Type
8 WS			Alabama 430am	430-5a	:30	FLSM1892H	_Names		\$5.00 NM
6 WS		8/17 4:41 AM Today ir	n Alabama 430am	430-5a	:30	FLSM1892H_	_Names		\$5.00 NM
7 WS			ı Alabama 430am	430-5a	:30	FLSM1892H_	_Names		\$5.00 NM
9 WS			Alabama 430am	430-5a	:30	FLSM1892H_	_Names		\$5.00 NM
11 WSI	FA F 08/11	1/17 4:51 AM Today in	Alabama 430am	430-5a	:30	Conservati	ive		\$5.00 NM
41 08/14/17	08/15/17	Today in Alabama 430a m	430-5a	MT	:30	2	\$5.00	NM	
Weeks:		End Date <u>MTWTFSS</u> 08/20/17 MT	Spots/Week 2	<u>Rate</u> \$5.00	***************************************				***************************************
Spots: # Ch	Day Air D		<del>-</del>	Start/End Time	Length	Ad-ID			Rate Type
2 WSI				430-5a		FLSM1892H_	_Names		\$5.00 NM
1 WSI		•		430-5a		Conservati			\$5.00 NM
	<del></del>							***************************************	40.00 14191

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1030-11P

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This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

\$150.00

NM



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Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

<u>Advertiser</u>	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

www.wsfa.com

www.wsia.com										
Lina Start Data	End Data	Dana	-i-4i	Chart/East Times		Lameth	Spots/	<b>5</b> -1-	<b></b>	
Line Start Date	End Date		ription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
<u> </u>	***************************************	WSF. 0P SI	A 12 NEWS @ 1 U	03						
Weeks:	Start Date 08/07/17	End Da 08/13/1		Spots/Week 1	<u>Rate</u> \$150.00					
Spots: # Ch	Day Air		Air Time Descr		Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	SFA Su 08	/13/17	10:37 PM WSFA	12 NEWS @ 1030F	P SU 1030-11P	:3	0 FLSM189	2H_Names		\$150.00 NM
43 08/14/17	08/14/17	WSF	A 12 News at Fiv	e 5-530pm	M	:30	1	\$90.00	NM	
Weeks:	Start Date 08/14/17	End Da		Spots/Week 1	<u>Rate</u> \$90.00			***************************************		
Spots: # Ch	Day Air		Air Time Descri	ption	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	SFA M 08. Credited		WSFA	12 News at Five	5-530pm	:0				\$90.00 NM
44 08/06/17	08/13/17	NBC	Early Today	4XM-430XM	S	:30	1	\$3.00	NM	
Weeks:	Start Date 07/31/17	End Da 08/06/1		Spots/Week 1	<u>Rate</u> \$3.00					
Spots: # Ch			Air Time Descri	<u>ption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	SFA Su 08/		4:17 AM NBC E		4XM-430XM	:3	O FLSM189	2H_Names		\$3.00 NM
Weeks:	Start Date 08/07/17	End Da 08/13/1		Spots/Week	<u>Rate</u> \$3.00					
Spots: # Ch			Air Time Descri	ption	Start/End Time	Lenat	h Ad-ID			Rate Type
2 WS	SFA Su 08/	/13/17	4:29 AM NBC E		4XM-430XM		0 Conserv	ative		\$3.00 NM
45 08/06/17	08/06/17	WSFA 0P SU	A 12 NEWS @ 10	03 1030-11P	S	:30	1	\$150.00	NM	
Weeks:	Start Date 07/31/17	End Da 08/06/1	te MTWTFSS	Spots/Week 1	<u>Rate</u> \$150.00		*****		***************************************	
Spots: # Ch			Air Time Descri	•	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA Su 08/	06/17	10:55 PM WSFA	12 NEWS @ 1030P	SU 1030-11P	:3	O FLSM189	2H_Names		\$150.00 NM
46 08/14/17	08/15/17	Today	In Alabama	6a-7a	MT	:30	2	\$175.00	NM	
Weeks:	Start Date 08/14/17	End Da 08/20/1		Spots/Week 2	<u>Rate</u> \$175.00					
Spots: # Ch			Air Time Descrip		Start/End Time	Lengtl	n Ad-ID			Rate Type
2 WS	FA M 08/	14/17	6:52 AM Today	In Alabama	6a-7a	:30	) FLSM1892	2H_Names		\$175.00 NM
1 WS	FA Tu 08/	15/17	6:39 AM Today	In Alabama	6a-7a	:30	) Conserva	ative		\$175.00 NM
47 08/09/17	08/13/17	Last C	all With Carson I	Da 1235-105x	WTF	:30	3	\$5.00	NM	
Weeks:	Start Date 08/07/17	End Dat 08/13/1		Spots/Week 3	<u>Rate</u> \$5.00					
Spots: # Ch	Day Air	<u>Date</u>	Air Time Descrip	otion	Start/End Time	Length	Ad-ID			Rate Type
1 WS		09/17	12:54 AM Last Ca	all With Carson Daily	Late 1235-105x	:30	) FLSM1892	H_Names		\$5.00 NM
2 WS				all With Carson Daily		:30	) Conserva	ıtive		\$5.00 NM
3 WS	FA F 08/	11/17	1:05 AM Last Ca	all With Carson Daily	Late 1235-105x	:30	) FLSM1892	H_Names		\$5.00 NM
48 08/09/17	08/13/17	HARR	Υ	2-3p	WTF	:30	2	\$25.00	NM	******

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Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATI	

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Line Start Date End Date Description	n Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
48 08/09/17 08/13/17 HARRY	2-3p	WTF	:30	2	\$25.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> 08/07/17 08/13/17	MTWTFSS Spots/Week 2	<u>Rate</u> \$25.00					
Spots: # Ch Day Air Date Air	Time Description	Start/End Time	Lengt	h <u>Ad-ID</u>	*		Rate Type
1 WSFA W 08/09/17 2:4	7 PM HARRY	2-3p	:30	O FLSM1892	H_Names		\$25.00 NM
2 WSFA Th 08/10/17 2:5	6 PM HARRY	2-3p	:30	O FLSM1892	H_Names		\$25.00 NM
49 08/07/17 08/07/17 INSIDER,	THE 130-2p	M	:30	1	\$45.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> 08/07/17 08/13/17	MTWTFSS Spots/Week M 1	<u>Rate</u> \$45.00				·	
Spots: # Ch Day Air Date Air	Time Description	Start/End Time	Lengti	h Ad-ID			Rate Type
1 WSFA M 08/07/17 Credited	INSIDER, THE	130-2p	:00	0			\$45.00 NM
		Total Spots	18	1			

Payment Terms 30 Days

 Gross Total
 \$20,258.00

 Agency Commission
 \$3,038.70

 Net Amount Due
 \$17,219.30

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